

FILED BY FACSIMILE-FAX NO. 571-273-8300 - Sixteen (16) PAGES**RECEIVED  
CENTRAL FAX CENTER****IN THE UNITED STATES PATENT AND TRADEMARK OFFICE APR 28 2008****IN RE APPLICATION OF: LEANDROS KONTGOURIS  
SERIAL NO.: 09/742,438****FILED: December 22, 2000****FOR: ADVERTISING SYSTEM AND METHOD WHICH  
PROVIDES ADVERTISERS WITH AN ACCURATE  
WAY OF MEASURING RESPONSE, AND BANNER  
ADVERTISEMENT THEREFOR****GROUP ART UNIT: 3622****EXAMINER: A. Duran****ATTY. REFERENCE: KONT3001/BEU****COMMISSIONER OF PATENTS****P.O. Box 1450  
Alexandria, VA 22313-1450****Sir:**

Transmitted herewith is a communication/amendment in the above-identified application.

Small entity status under 37 CFR 1.9 and 1.27 is claimed.  
 No additional fee is required.

The fee, if any, has been calculated as shown below:

Fee Basis	Number of Claims After Amendment	Highest Number Previously Paid For	Extra Claims	Small Entity	Full Fee
Total Claims	-	<sup>1</sup> =	<sup>3</sup> × \$ 25 =	<sup>1</sup> × \$ 50 =	
Independent Claims	-	<sup>2</sup> =	<sup>3</sup> × \$100 =	<sup>2</sup> × \$ 200 =	
	<input type="checkbox"/> First Presentation of Proper Multiple Dependent Claim			<sup>1</sup> + \$180 =	<sup>1</sup> + \$360 =
	<b>TOTAL</b>				

<sup>1</sup> If less than 20 enter 20.<sup>2</sup> If less than 3 enter 3.<sup>3</sup> If less than 0 enter 0.

Please charge my Deposit Account Number 02-0200 in the amount of \$ \_\_\_\_\_. A duplicate copy of this sheet is attached.  
 A check in the amount of \$ \_\_\_\_\_ is attached.  
 The Commissioner is hereby authorized to charge any additional fees associated with this communication, including fees due under 37 CFR 1.16 and 37 CFR 1.17 or credit any overpayment to Deposit Account Number 02-0200. A duplicate copy of this sheet is attached.  
 Also enclosed is/are:

23364

Customer Number  
Phone: (703) 683-0500DATE: April 28, 2008*Respectfully submitted,*
  
 Benjamin E. Urcia  
 Attorney for Applicant  
 Registration Number: 33,805

RECEIVED  
CENTRAL FAX CENTER

APR 28 2008

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re U.S. Patent Application of: ) Group Art Unit: 3622  
Leandros KONTOGOURIS )  
Serial Number: 09/742,438 ) Examiner: A. Duran  
Filed: December 22, 2000 )  
 ) Attorney Docket: KONT3001beu  
 )  
 ) Confirmation No.: 8890

For: **Advertising System And Method Which Provides Advertisers With An Accurate Way Of Measuring Response, And Banner Advertisement Therefor**

AMENDMENT AND RESPONSE

Honorable Commissioner For Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

This paper is in response to the Official Action dated January 28, 2008.

Amendments to the claims begin on page 2.

Remarks/Arguments begin on page 8.